

RJ REYNOLDS

TOBACCO COMPANY

COPY

August 21, 1997

RJR Account #124920

F. Colucci

F. COLUCCI, INC.

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

SEPTEMBER WINSTON B2GF CAP / PROMOTION #700927

Dear Frank:

3 skus of B2GF Cap Sleeves / Displays (Item #529301) have been ordered to pack and ship this promotion to your participating retail accounts. **Utilize on-hand product to pack this Promotion.** All additional pertinent promotional information is listed below:

Brand Styles to be used: Winston Light Kg / Lt Box / FF Kg / FF Box

Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

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B2GFP

F. COLUCCI, INC.

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$5.60 (0.2 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162601

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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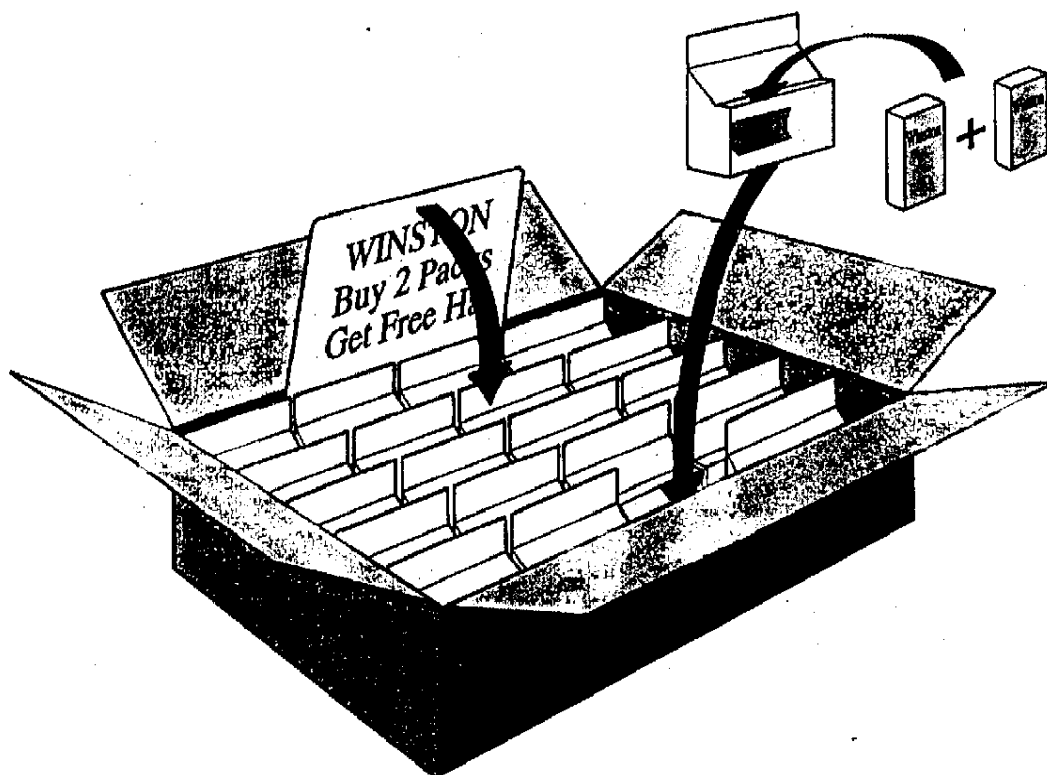
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR. '97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	<i>LIGHT King</i>	<i>LIGHT Box</i>	<i>FF King</i>	<i>FF Box</i>		
Number of Cartons	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>		

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The right premium CAPS everything off

- No-additive Winston product continues to propel sales.
- Special October Offer: Buy 2 packs of new no-additive Winston, get free No Bull hat.
- National ad campaign drives "No Bull" attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 11

DATE: 97-08-11

TIME: 03:12 PM

WHOLESALER : 124920 FRANK COLUCCI, INC. <DIRECT>
TEMPLATE : 700927 71000 WIN OCT HAT
TEMPLATE SEQ : 0018
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	626726	NICK'S SUNOCO #3	2977 NIAGARA FALL	AMHERST	NY	14228	1				(716)691-6286
162601	162626	626730	NICK'S SUNOCO #2	2546 NIAGARA FALL	TONAWANDA	NY	14150	1				(716)694-5007
162601	162626	319797	FILL-N-SHINE	700 MAIN ST	NIAGARA FALLS	NY	14301	1	NYS			(716)284-6057

PAGE BREAK TOTAL ACCOUNTS 3 TOTAL QUANTITY 3

TEMPLATE TOTAL ACCOUNTS 3 TOTAL QUANTITY 3

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09/23/97

ACCOUNT NUMBER: 124920
VOUCHER NUMBER: 15371154
DATE WRITTEN: 09/23/97
STATUS: PAID
AMOUNT PAID: 5.60

FRANK COLUCCI INC
1611 PINE AVE
NIAGARA FALLS , NY 14301
SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.20	5.60

EXPLANATION: OCTOBER: WINSTON B2GF CAP #700927/SR 162601

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